668.45

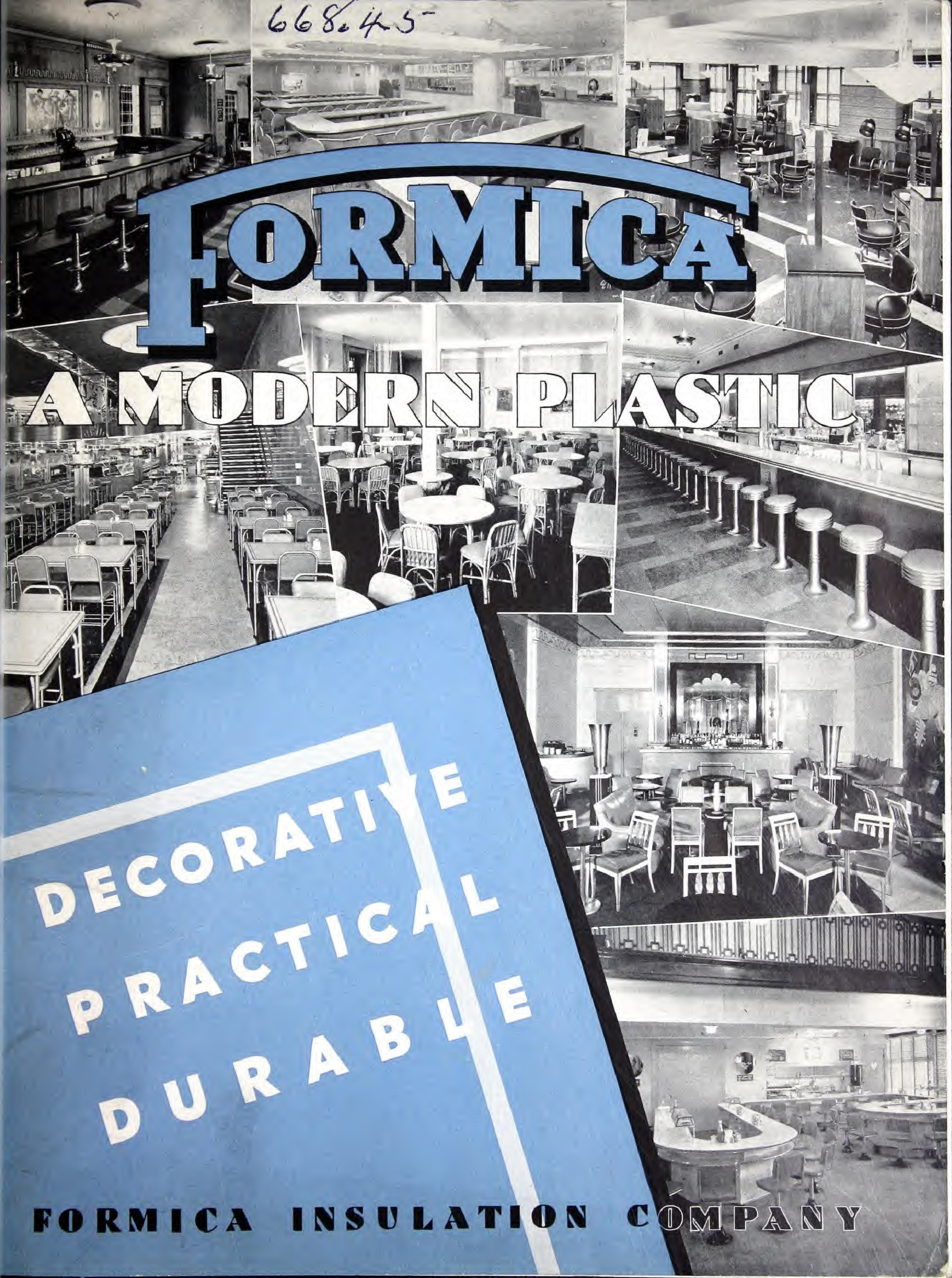
FORMICA

A MODERN PLASTIC

DECORATIVE

PRACTICAL

DURABLE



FORMICA INSULATION COMPANY

● Formica Realwood Lacewood used in sections of the lobby of the Astor Hotel, New York. Designed by S. M. Ravness of Walter M. Ballard Company.

Formica . . . An up-to-date

STRIKING COLOR

FORMICA is a modern plastic finishing material made with urea and phenolic resinoids absorbed in a fibrous base and cured under 350 degrees of heat Fahrenheit and 1100 lbs. of pressure to the square inch. It offers the architect a smooth, hard, wear-resisting covering for all types of flat surfaces. The sheets are chemically inert which makes them stain and spot-proof. They are available in a cigarette-proof grade.

A wide range of colors—more than 70—are offered. Simple designs may be produced by inlaying one color over another when the sheet is made. Metal inlays in natural, white and anodized colors are also possible, and photo murals may be pressed into the sheet.

Available Colors and Forms

The most commonly used form is a veneer $\frac{1}{16}$ of an inch thick which is attached to a wood backing by gluing with Casein glue. Formica is also available as a wall board in $\frac{5}{32}$ and $\frac{5}{16}$ of an inch thickness. The Formica Insulation Company operates a wood working department where the veneers may be attached to plywood to form table tops, bar tops or counter tops, and wall paneling, which are shipped from the Formica plant ready for erection.

REALWOOD FORMICA

This is a $\frac{1}{16}$-inch thick sheet in which an actual wood veneer is incorporated, providing a genuine wood finish with all the qualities of a plastic. This genuine wood grain receives a very beautiful finish in which all the usual qualities of Formica are present—stability of color, resistance to abrasion, and chemical inertness.

COLORS

More than 70 colors are available, some of which are shown on pages 6 and 7. The Series B colors are made with urea resins and are unusually stable, can be matched to samples, and produced in light shades. The Series A colors are phenolic and possess the usual limitation of phenolic colors, that they are inclined to turn toward the yellow on exposure to light, but they are available at lower costs.

TRANSLUCENT FORMICA

Made in white and several colors. It may be had with an opaque face in any Series B color. The material is made in flat sheets only, but by heating in warm water may be bent to a radius so that it will serve some of the purposes of tubing.

THE COMPANY . . .
ITS FACILITIES AND SERVICE

The main plant of The Formica Insulation Company is located at Cincinnati, Ohio, and carries many varieties of Formica sheet in stock. About two weeks are required to produce sheet to order. Branch factories with stocks and cutting equipment are located in New

FORMICA INSULATION COMPANY
4614 SPRING GROVE AVE. • CINCINNATI, OHIO
NEW YORK — CHICAGO

See Rear Cover for Sales Offices

material offering the Architect . . .

• ENDURING SURFACE • DECORATIVE FLEXIBILITY

York and Chicago. The material is fabricated to architects' details for erection by others. Formica engineers offer their services to the architect or designer who has a special problem. Special colors, designs and effects have been produced to meet requirements. For help on any specific problem, write direct to the main office.

Formica table tops and counters, wall panels, doors, inlaid murals are being used in stores, restaurants, ships, public buildings, theatres, schools and homes.

Recommended for—

TABLE AND COUNTER TOPS

Formica table tops provide beauty as well as long service everywhere that food and drink are served. The tops may be in solid colors, patterns, or with a border of one color and center of another. Characteristic inlays of monograms or of pictorial nature may be provided to make each installation individual. There are three surfaces—high gloss, satin or morocco. The edges may be the same color as the top or a contrasting color, or silver and black, or plain white metal in the form of a heavy extruded aluminum molding.

The tops are constructed by veneering $\frac{1}{16}$-inch Formica sheet on a five-ply center. All tops made at the Formica factory have a sealing ply of Formica on the bottom to prevent moisture penetrating the core and causing warping.

A cigarette-proof sheet has been developed which makes it possible—at slight additional cost—to guarantee the tops against burning by cigarettes.

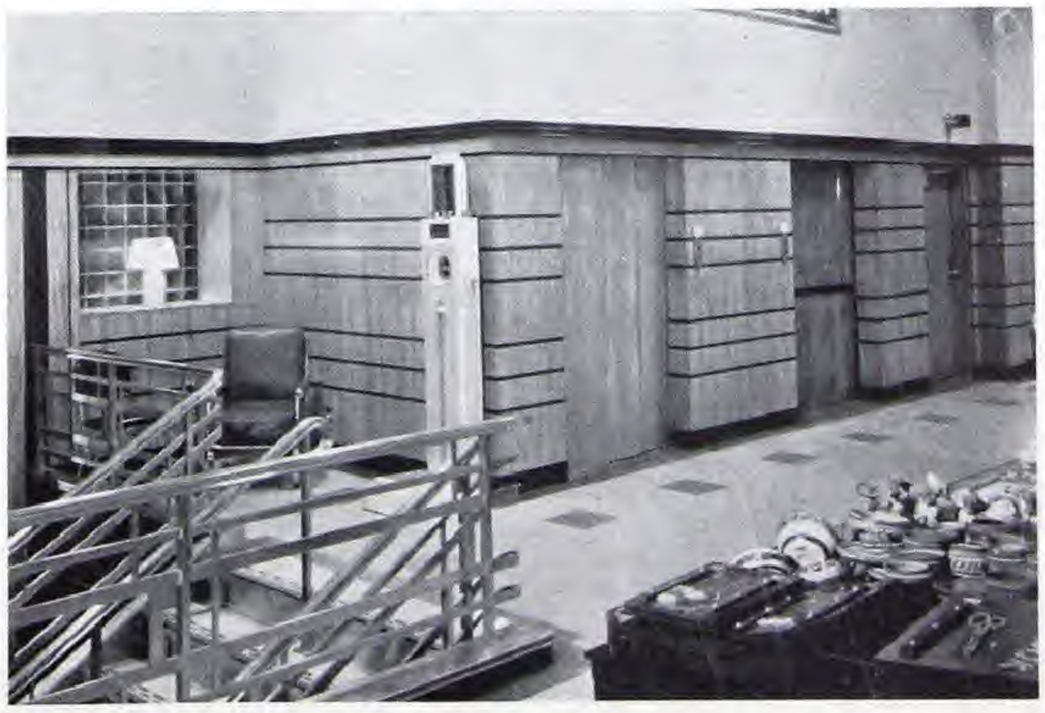
COUNTER PANELS

Panels for counters of all kinds are provided with Formica surfaces. These may be in the form of Formica wall board attached to a wood backing by means of metal cover strips, or Formica $\frac{1}{16}$-inch material veneered to plywood. Elaborate decorative inlays may be worked into these panels in color or metal.

• • •

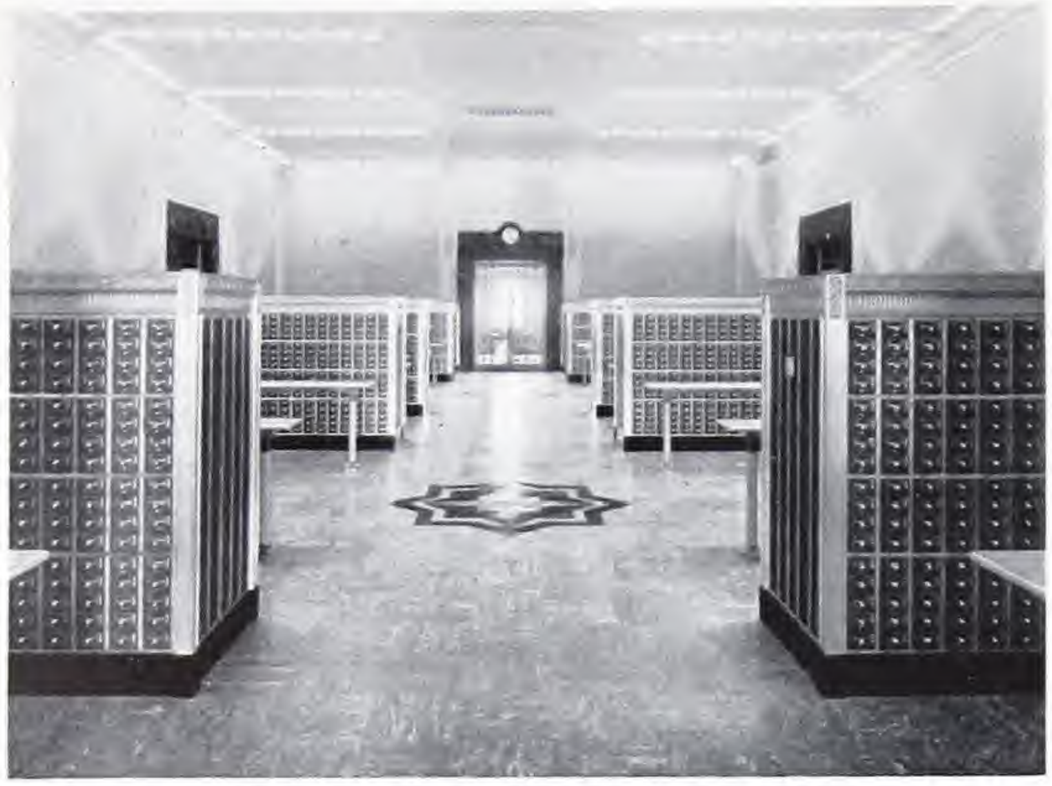
● Main reading room in Library of Congress Annex at Washington, D. C. Desk in background entirely Formica: Top and panels with inlays. So are the shelving behind the desk and the dark panels on the walls. All table tops Realwood Formica. Pierson & Wilson, Architects.

● Typical booth installed by Childs Company at New York World's Fair: Counter tops red Formica and Formica translucent panels used in orange, yellow and amber for illuminated designs.



● Formica Realwood wall covering on the elevator lobby of a chain store at Indianapolis, Ind.

Formica Recommended Applications for Stores



● Formica fronts on card index drawers of the main catalog in the Library of Congress Annex at Washington. Designed by Pierson & Wilson.

● Formica doors on one of the many moving picture theaters designed by John Eberson.

● Formica doors with inlays in the Lafayette Theater at Lafayette, Ind.

FORMICA WAINSCOT

Formica for this purpose is usually a sheet with a Formica surface on a hardboard center which is available in $\frac{5}{32}$ and $\frac{5}{16}$-inch thickness. It may be installed with bright metal cover strips or it may be flush joint. Construction details for both types are shown on pages 8, 9 and 10. If cover strips are used, the edges of the hardboard sheets are nailed to the wood backing and the nails are then covered with the metal cover strip. The thickness recommended if this treatment is used is $\frac{5}{32}$ of an inch. For flush joint wainscot $\frac{1}{16}$-inch material veneered to plywood may be used or $\frac{5}{16}$-inch thick hardboard with tongue and grooved wood strips glued to the edges. The material is installed by carpenters. The sheet sizes are 24 and 36 inches wide and 42, 84 and 96 inches long.

BASING AND MOP BOARDS

Formica is used for basing on show cases and mop boards in rooms in the form of molded channels from 4 to 8 inches wide with no fractional sizes. The channels are backed up by wood. The material is highly resistant to alkalies in washing solutions and will give long service without deterioration of the surface.

DOORS OF FORMICA

These are flush type doors with either wood, fireproof or sound-deadening cores with such inlays in either color or metal in the Formica surface sheets as may be desired. Formica doors are especially adaptable to toilet partitions as they are light and very permanent as to surface.

REVOLVING DOORS

Leading makers of revolving doors provide both doors and housings veneered with Formica, which may be in colors and with inlays.

ELEVATOR DOORS

Some very handsome elevator doors have been produced with Formica in colors and inlays. The interiors of the elevator cabs may also be finished in Formica to match the doors.

KICK PLATES AND PUSH PLATES

These are cut to dimensions from sheet Formica of any grade, color or surface. They may be $\frac{3}{32}$ or $\frac{1}{8}$-inch thick. The edges are beveled and counter-

sunk screw holes are provided for holding them in place. They stand abuse, are easy to keep clean, and do not require laborious polishing.

WINDOW STOOLS

In the narrower sizes these are made with molded Formica channels into which wood is glued. The ends are veneered with Formica sheet. Stools are fabricated to dimensions at the factory.

KITCHEN CABINET TOPS

Tops for kitchen tables and butlers' pantries, where no sink is installed, are made in the same way that restaurant table and counter tops are produced by veneering $\frac{1}{16}$-inch Formica sheet to plywood. Where a sink is used with the top, plywood is not satisfactory for a core and it is replaced with asbestos board which will not absorb moisture and change its dimensions. Raised edges and back and end splashes may be provided for these tops.

FORMICA TOPS FOR BEDROOM FURNITURE

In hotels, clubs and steamships, where the tops of bed or state room furniture are sometimes marred by smokers, they can be protected by cigarette-proof Formica sheet which will also resist spotting with alcohol and cosmetics. On new furniture the Formica is usually installed at the furniture factory. On furniture already in use it may be cemented on or mechanically fastened.

ORNAMENTAL SIGNS

Formica signs may be produced by inlaying lettering of one color on a background of a contrasting color or by inlaying white or other colored metal. Signs may also be printed in gold or silver by the Verichrome process. Translucent Formica may be made with a white body and an opaque face in any color. The opaque face may be sandblasted away to form lettering which may be illuminated from the rear.

• • •

● Typical first-class bathroom on the steamer Queen Mary in which the walls are finished in hardboard core Formica D-24 finish.

● Kitchen in which the cabinet tops are Formica and the wall covering in $\frac{5}{32}$-inch hardboard installed with metal moldings.

● The Royal Suite in the Hotel Vancouver. The tops of the furniture are Formica Bella Rosa Realwood in the cigarette-proof grade.

Typical Examples of

B—No. 319

B—No. 111

B—No. 224

B—No. 238

B—No. 113

B—No. 328

B—No. 342

B—No. 107

B—No. 114

B—No. 102

B—No. 32

B—No. 105

B—No. 197

B—No. 59

B—No. 476

B—No. 106

B—No. 108

B—No. 103

B—No. 110

B—No. 35

B—No. 524

B—No. 278

B—No. 594

No. 1703

B—No. 101

B—No. 386

No. 24—DECORATED

Formica Colors and Inlays

No. 29—DECORATED

G—No. 1336

G—No. 1197

H—No. 4032

H—No. 902

H—No. 903

H—No. 904

H—No. 1111

A—No. 635

A—No. 636

A—No. 637

A—No. 1701

A—No. 1702

No. 1517

No. 1518

No. 1607

RIBBON PRIMA VERA

LACE WOOD

TYPICAL INLAYS IN COLOR FOR

TABLE TOPS AND PANELS

QUARTERED WALNUT

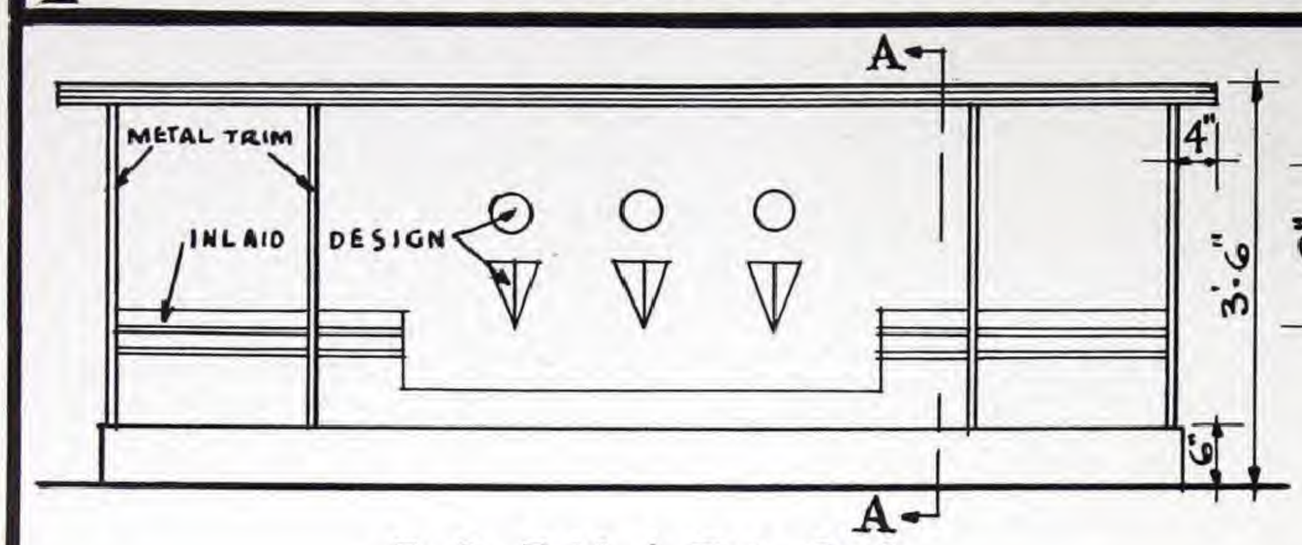
SATIN WOOD

FIGURED RIBBON MAHOGANY

ZEBRA WOOD

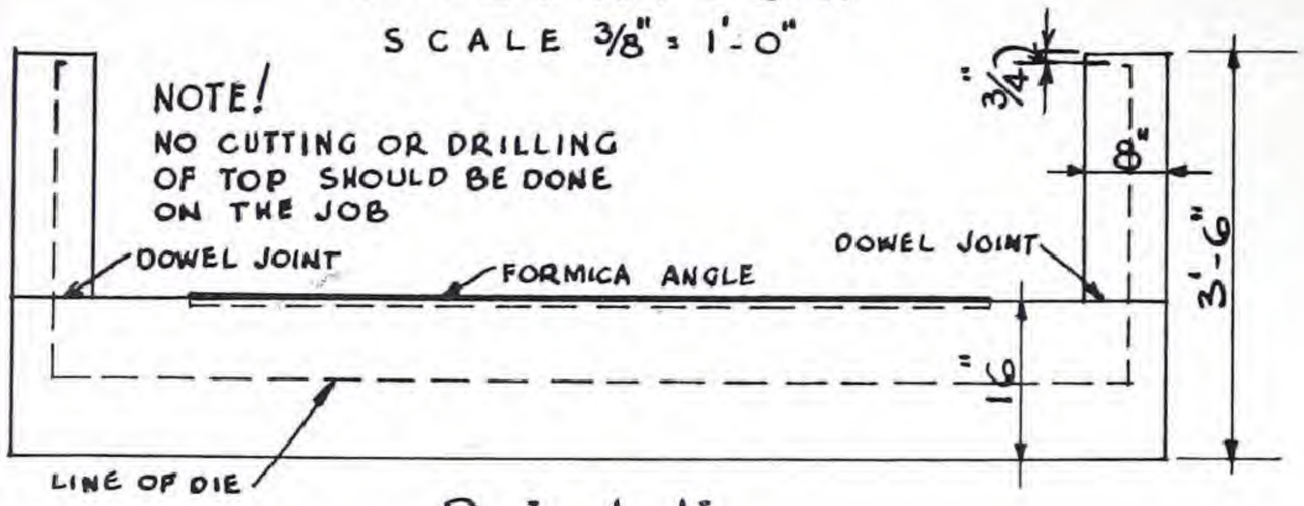
CLARO WALNUT

FORMICA CONSTRUCTION DETAILS SCALE-3"=1'-0"

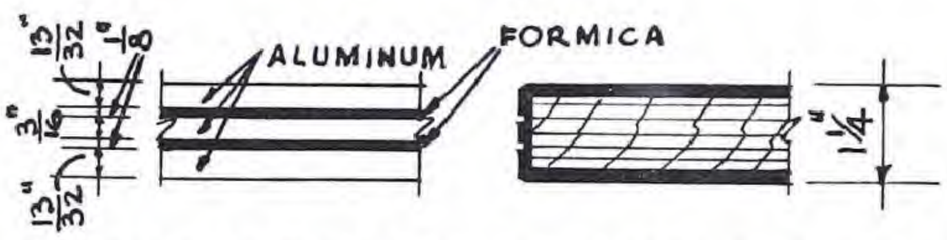


ELEVATION

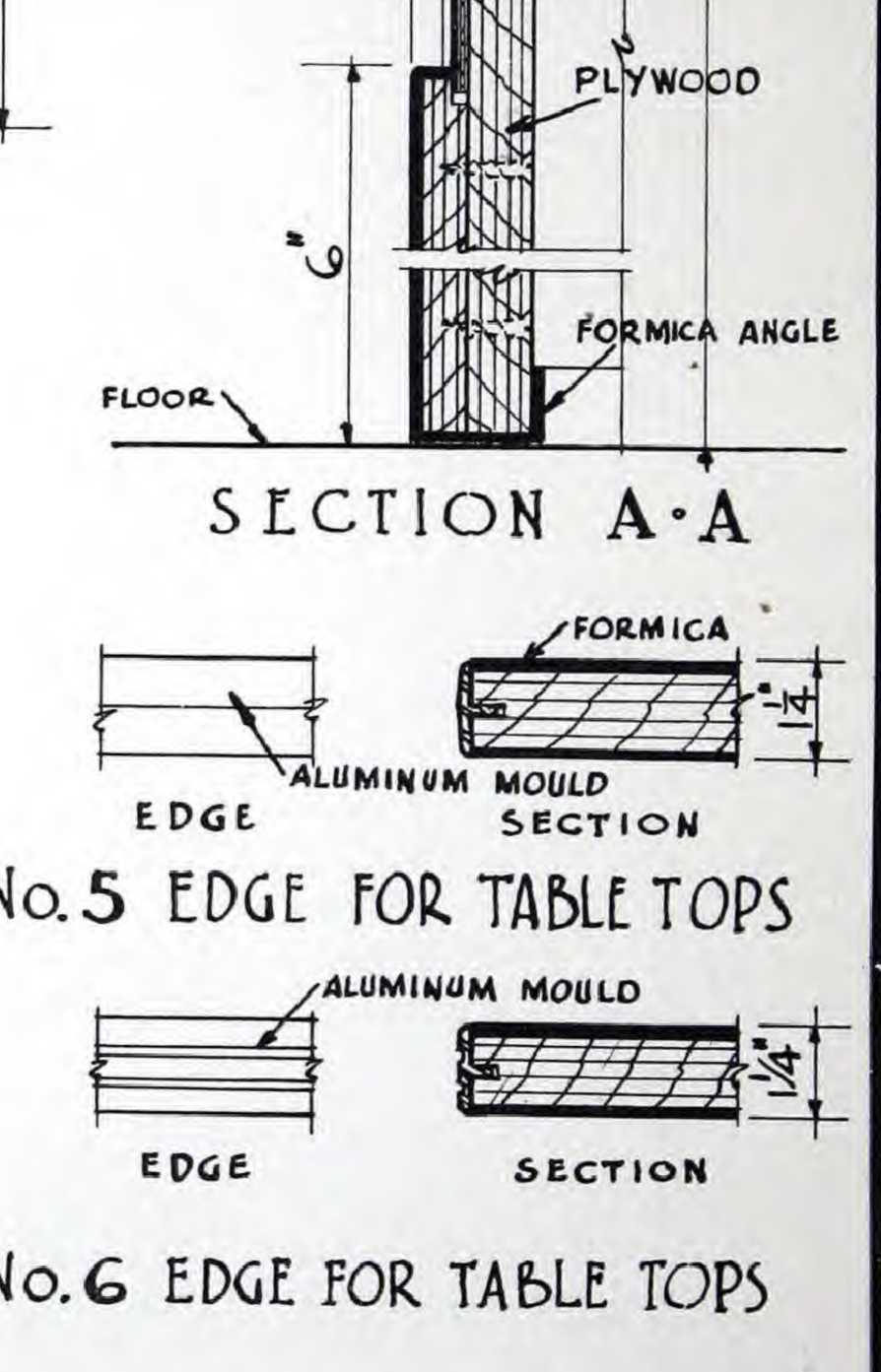
SCALE 3/8" = 1'-0"



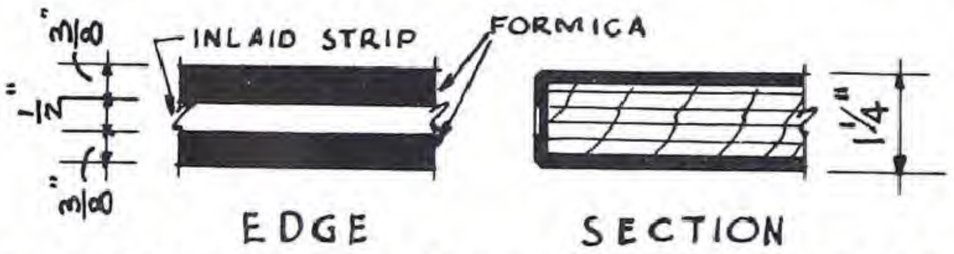
PLAN



No. 1 EDGE FOR TABLE OR COUNTER TOPS

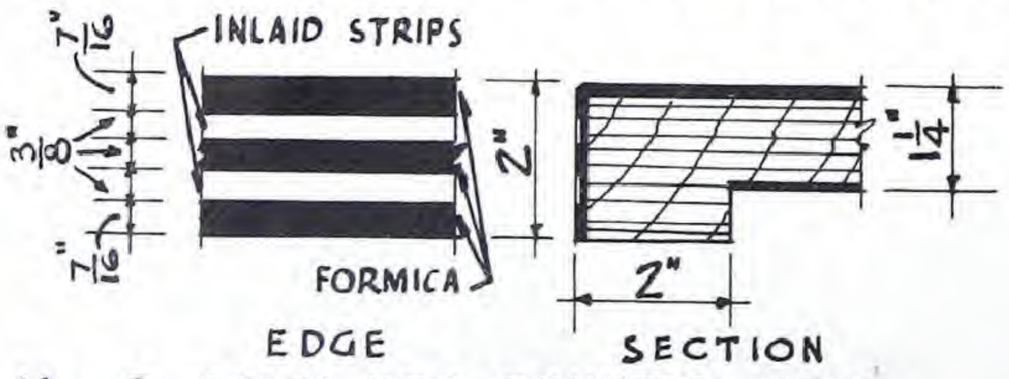


SECTION A·A



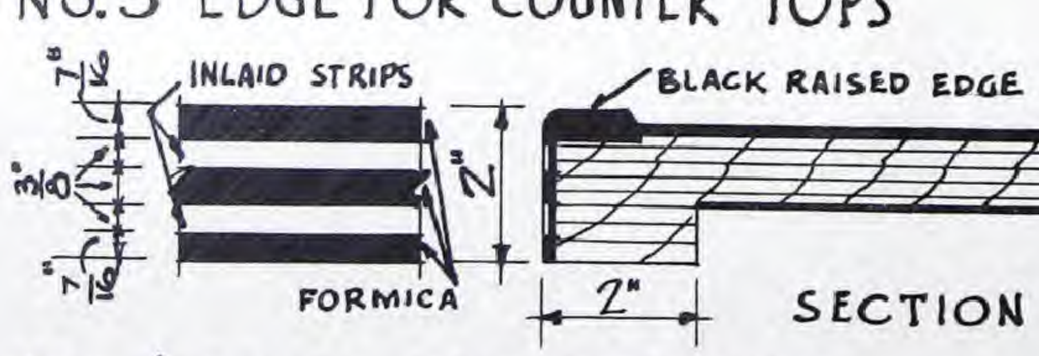
No. 2 EDGE FOR TABLE OR COUNTER TOPS

No. 5 EDGE FOR TABLE TOPS

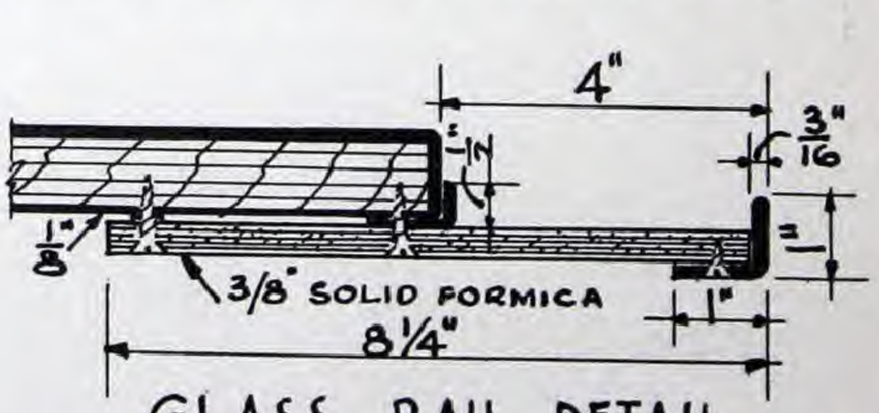


No. 3 EDGE FOR COUNTER TOPS

No. 6 EDGE FOR TABLE TOPS



No. 4 EDGE FOR BAR TOPS

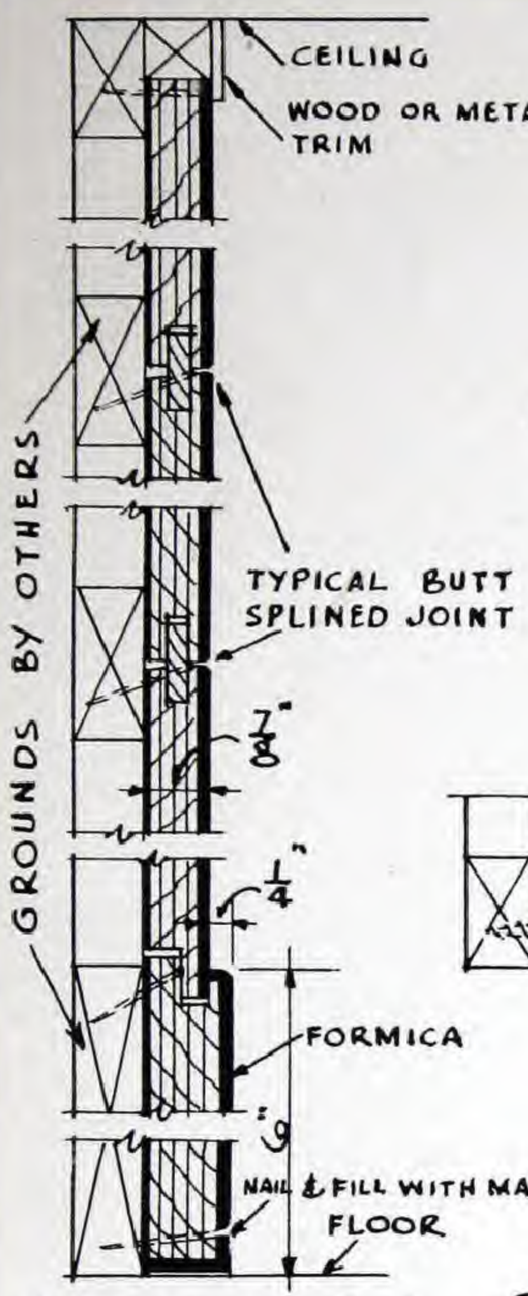


GLASS RAIL DETAIL

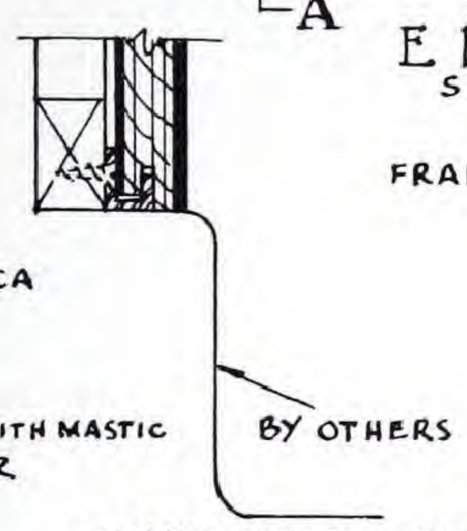
BAR-COUNTER & SODA FOUNTAIN DETAILS

FORMICA CONSTRUCTION DETAILS SCALE-3"=1'-0"

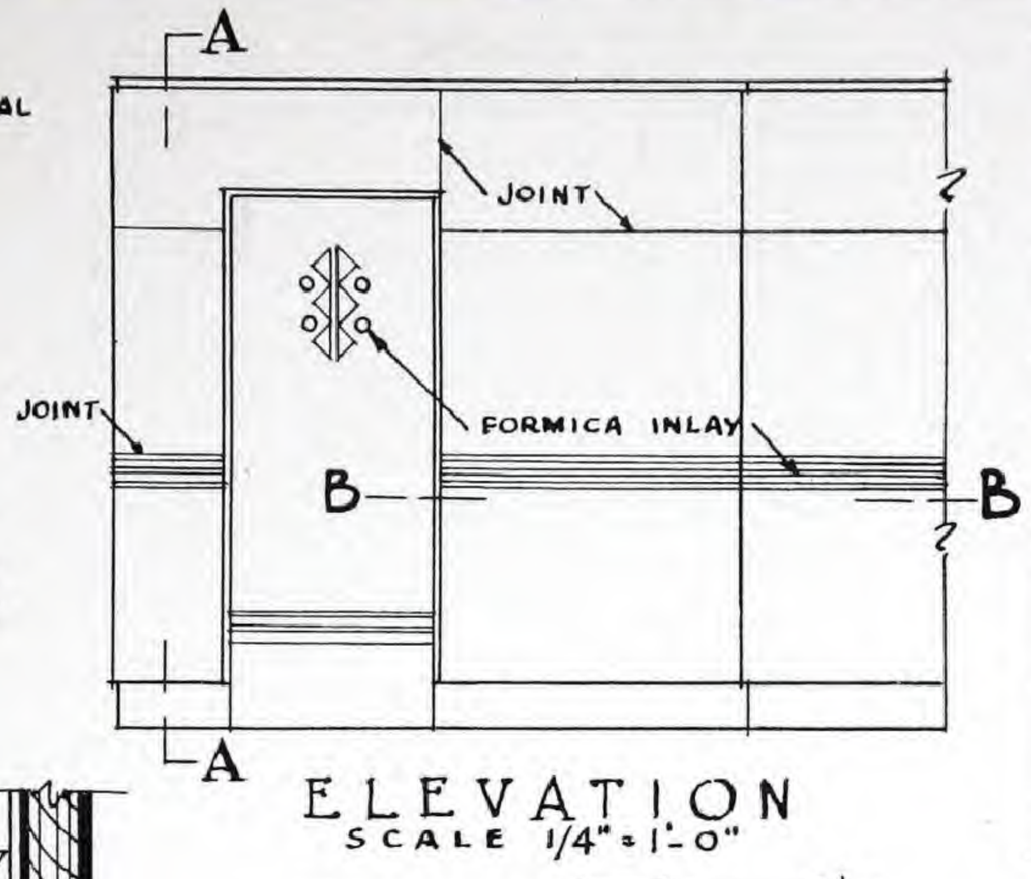
VENEERED WALL PANELING ERECTION



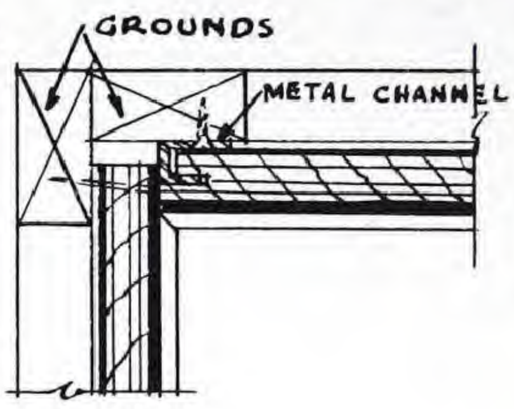
SECTION A-A

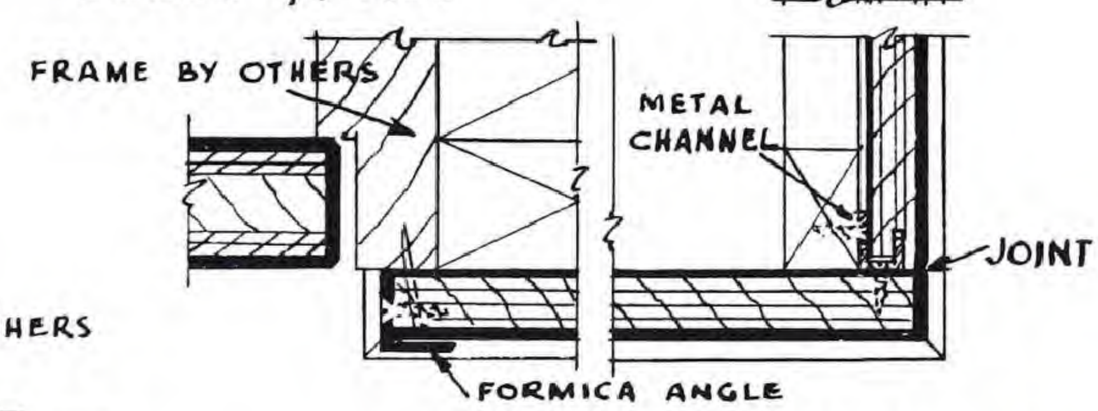


CONSTRUCTION WHEN BASE IS TERRAZZO ETC.



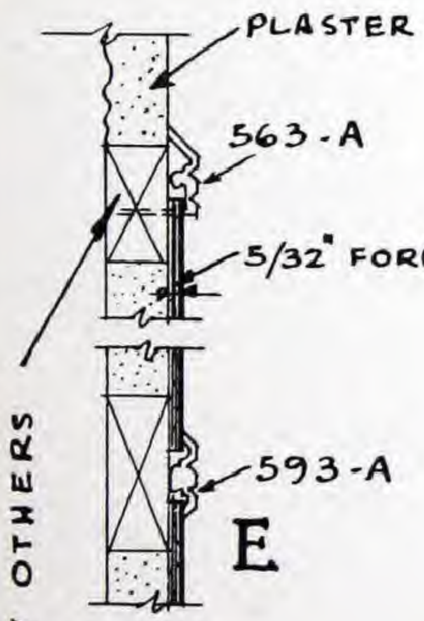
ELEVATION
SCALE 1/4"=1'-0"

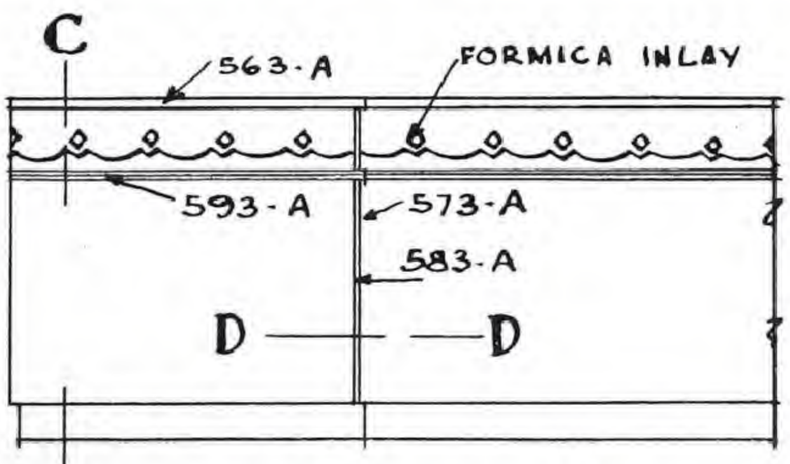




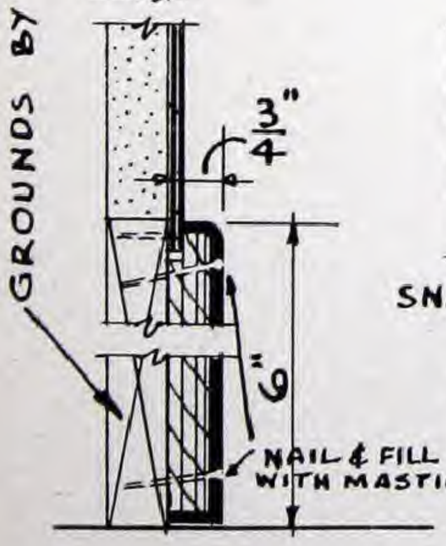
SECTION B-B

5/32" FORMICA WALL PANELING ERECTION

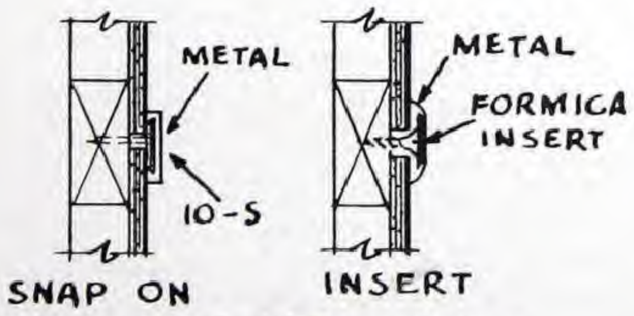




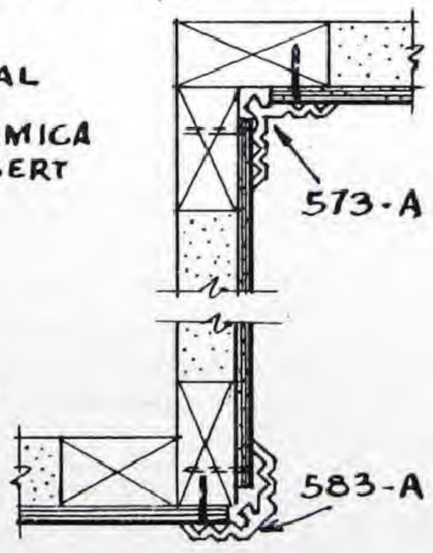
ELEVATION
SCALE 1/4"=1'-0"



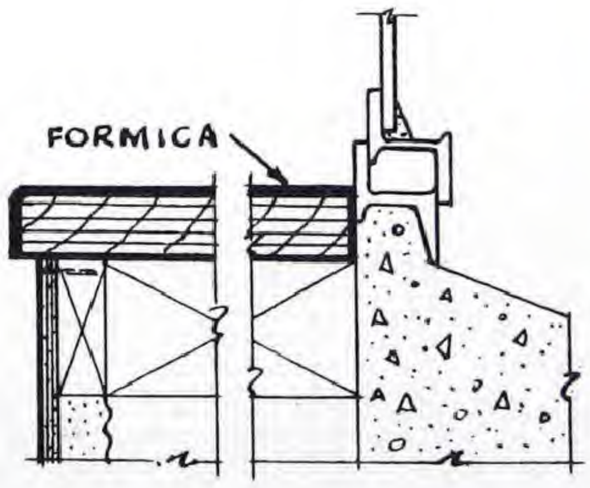
SECTION C-C



ALTERNATE METAL TRIM SECTIONS AT E



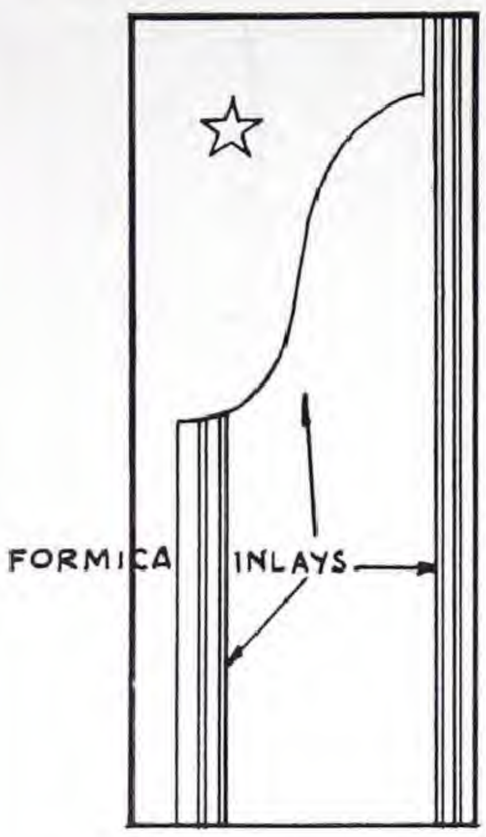
SECTION D-D

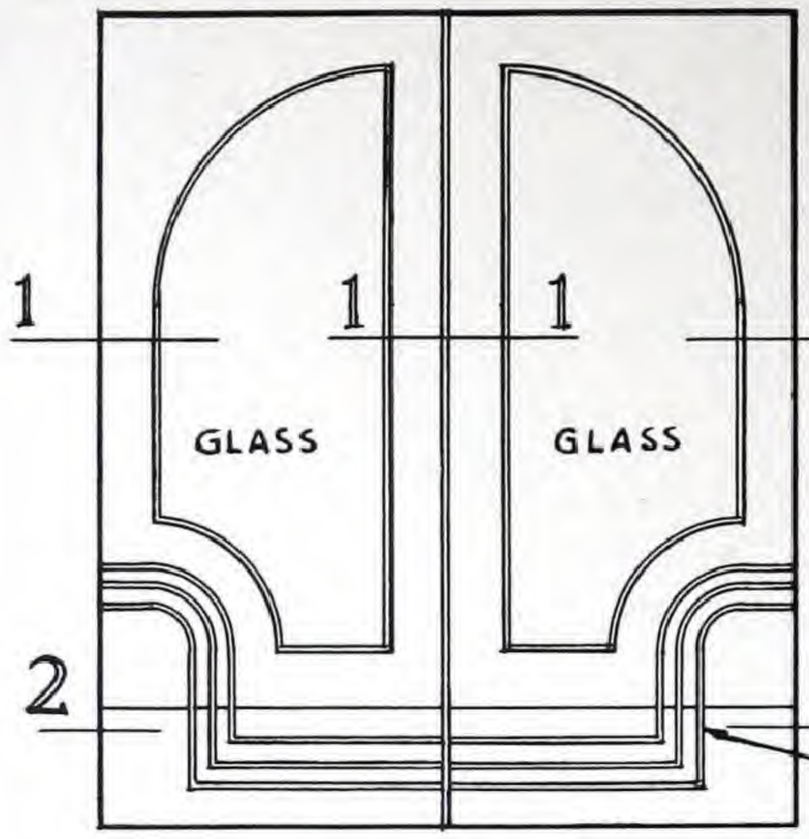


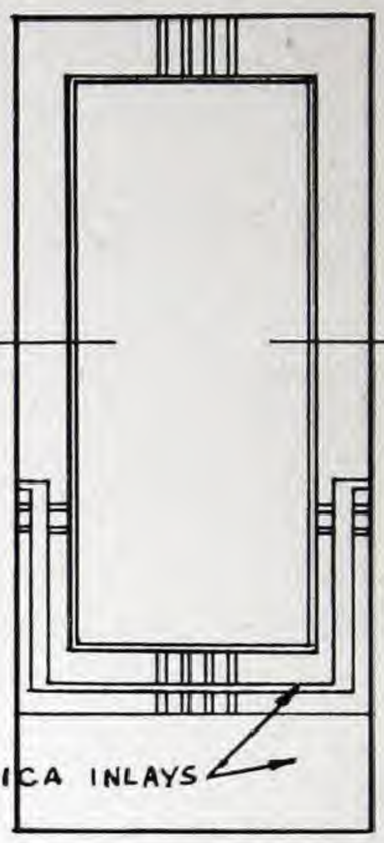
WINDOW STOOL DETAIL

STANDARD WAINSCOT DETAILS

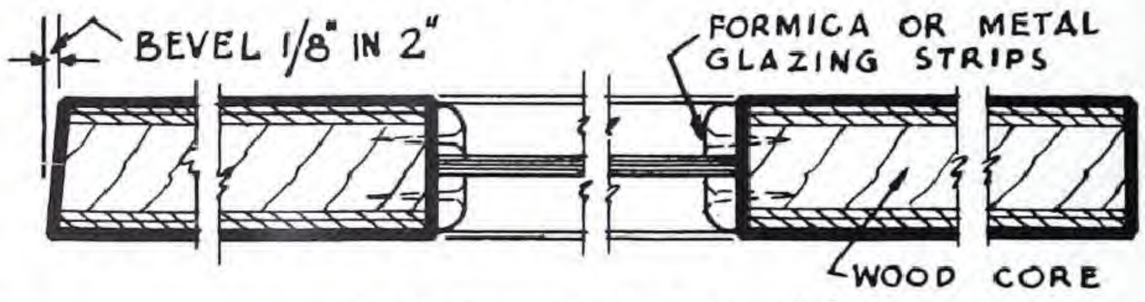
FORMICA CONSTRUCTION DETAILS SCALE-3"=1'-0"





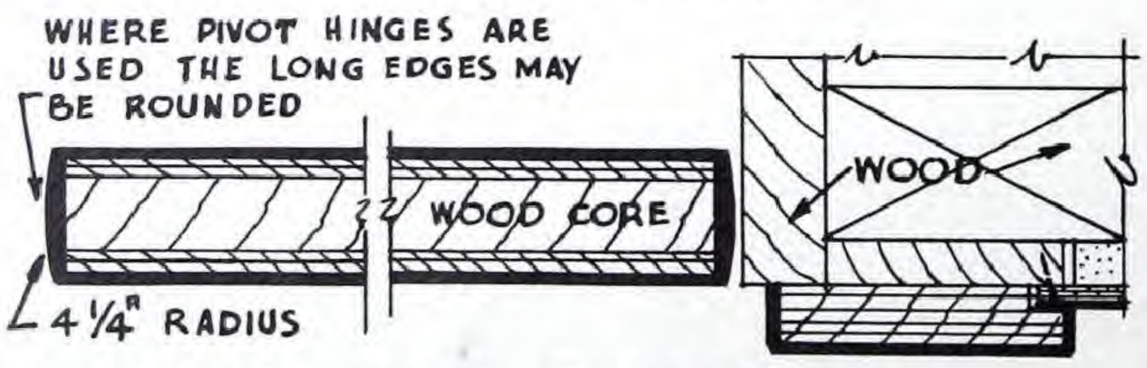


ELEVATIONS
SCALE 3/8" = 1'-0"

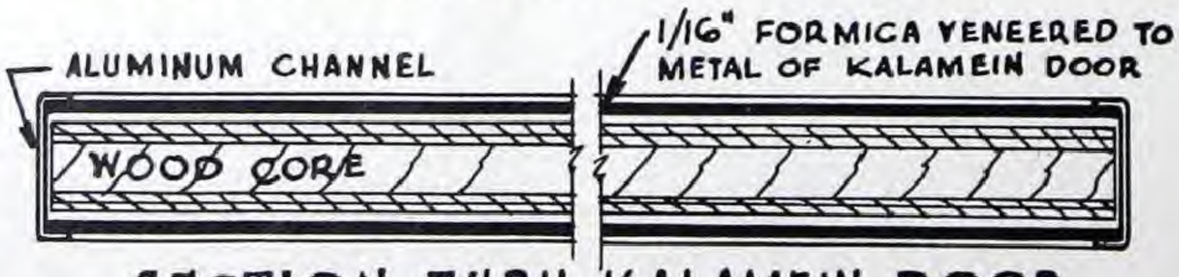


SECTION 11

SECTION 22



DOOR WITH PIVOT HINGE



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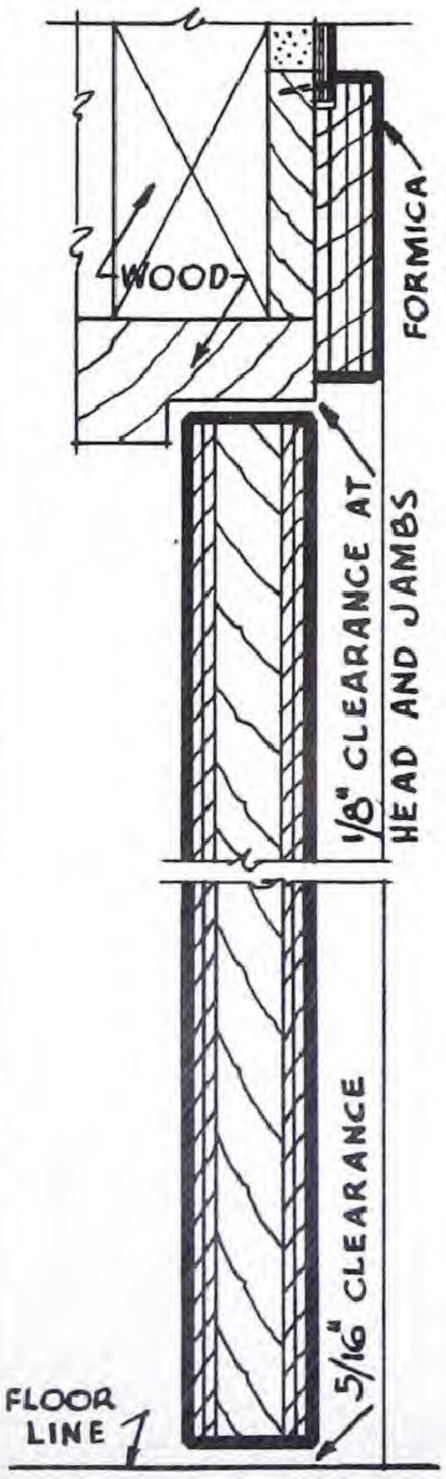
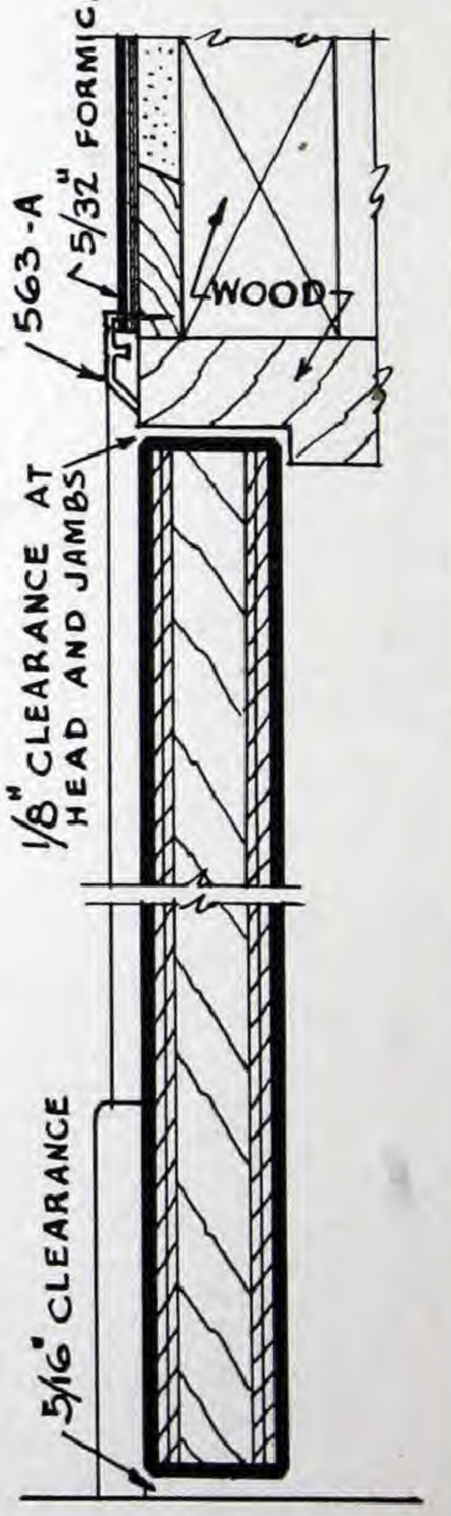


VERTICAL SECTION
WITH FORMICA TRIM



VERTICAL SECTION
WITH METAL TRIM

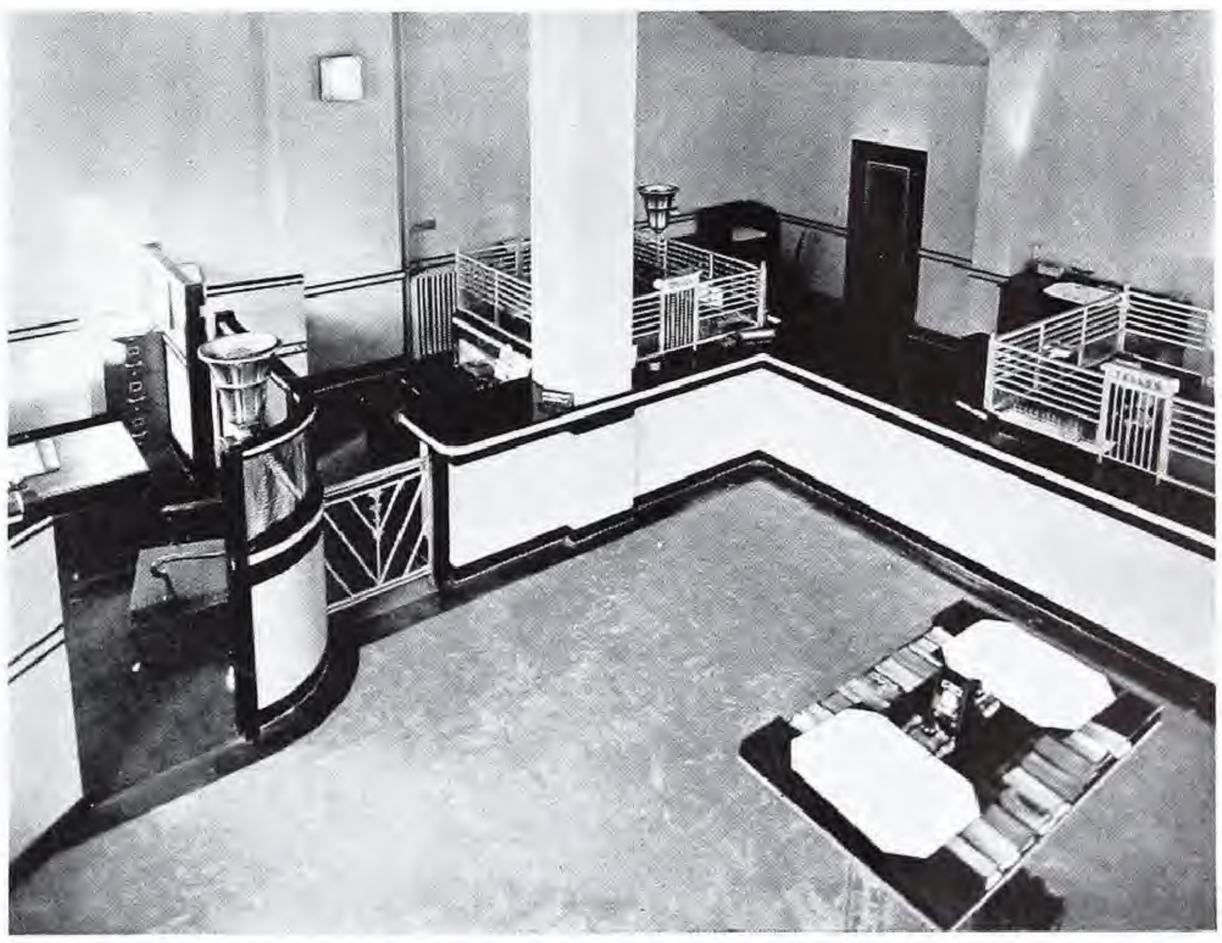
DOORS and TRIM

A Few Typical Uses SHOWING THE VERSATILITY OF FORMICA

● Formica paneling in the beauty salon of Herrod's Department Store in London, England.

● Formica bathroom in residence of Mr. Harry Kerr. The pattern is D-28 installed on plywood with alumilited metal molding.

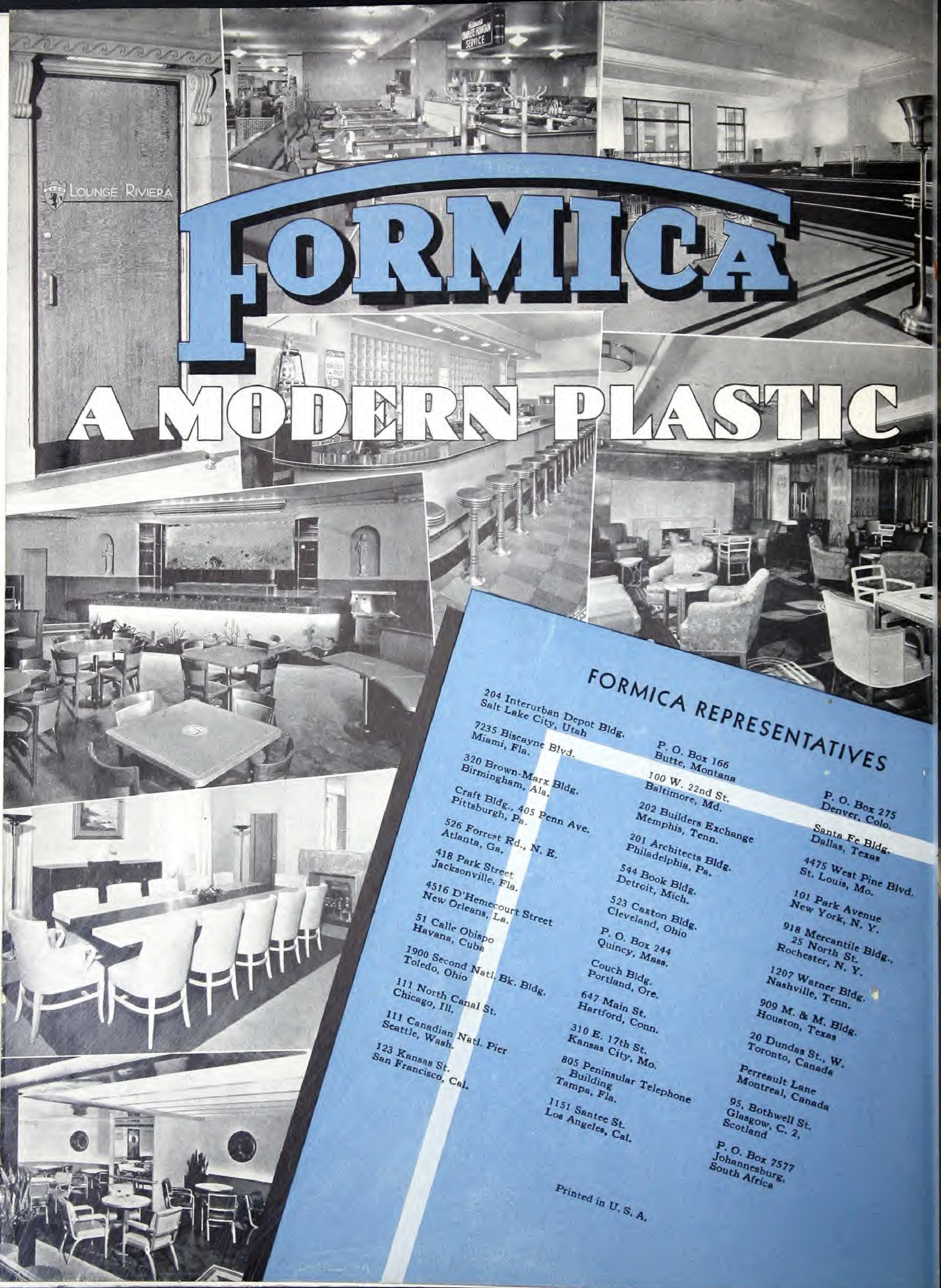
● Formica shelving for books, large Formica wall panels made with hardboard core material, and Formica Realwood table tops were used in this reading room in the Annex to the Library of Congress. Designed by Pierson & Wilson, Architects, Washington, D. C.



● Dominion Bank branch at Ottawa modernized with Formica check desks, Formica counter and tellers' desks, Formica partitions and doors to manager's office. Douglas E. Kertland, Architect, Toronto.

● Formica Realwood desk tops and table tops, Formica baseboard and chair rail in Annex to Library of Congress. Pierson & Wilson, Arch'ts.

● Bathroom with Formica covered walls in the home of Irving Solomon, Chicago, Ill.



FORMICA REPRESENTATIVES

204 Interurban Depot Bldg.
Salt Lake City, Utah

7235 Biscayne Blvd.
Miami, Fla.

320 Brown-Marx Bldg.
Birmingham, Ala.

Craft Bldg., 405 Penn Ave.
Pittsburgh, Pa.

526 Forrest Rd., N. E.
Atlanta, Ga.

418 Park Street
Jacksonville, Fla.

4516 D'Hemecourt Street
New Orleans, La.

51 Calle Obispo
Havana, Cuba

1900 Second Natl. Bk. Bldg.
Toledo, Ohio

111 North Canal St.
Chicago, Ill.

111 Canadian Natl. Pier
Seattle, Wash.

123 Kansas St.
San Francisco, Cal.

P. O. Box 166
Butte, Montana

100 W. 22nd St.
Baltimore, Md.

202 Builders Exchange
Memphis, Tenn.

201 Architects Bldg.
Philadelphia, Pa.

544 Book Bldg.
Detroit, Mich.

523 Caxton Bldg.
Cleveland, Ohio

P. O. Box 244
Quincy, Mass.

Couch Bldg.
Portland, Ore.

647 Main St.
Hartford, Conn.

310 E. 17th St.
Kansas City, Mo.

805 Peninsular Telephone
Building
Tampa, Fla.

1151 Santee St.
Los Angeles, Cal.

P. O. Box 275
Denver, Colo.

Santa Fe Bldg.
Dallas, Texas

4475 West Pine Blvd.
St. Louis, Mo.

101 Park Avenue
New York, N. Y.

918 Mercantile Bldg.,
25 North St.
Rochester, N. Y.

1207 Warner Bldg.
Nashville, Tenn.

909 M. & M. Bldg.
Houston, Texas

20 Dundas St., W.
Toronto, Canada

Perreault Lane
Montreal, Canada

95, Bothwell St.
Glasgow, C. 2,
Scotland

P. O. Box 7577
Johannesburg,
South Africa

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